

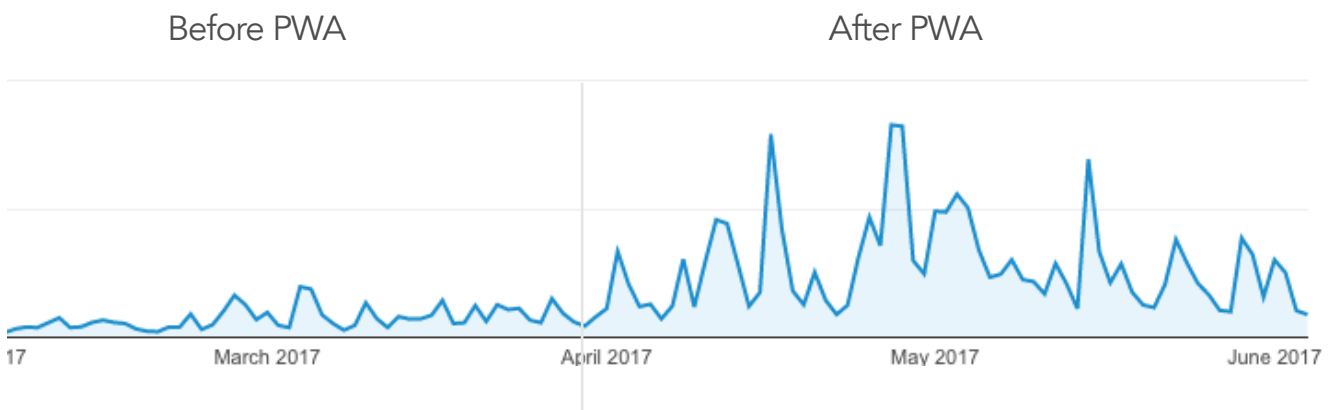
Script + Progressive Web Apps

Converting our site into a Progressive Web App increased our average session rate by 95%

Studies from this year show that people spend an average of 2 hours every day using Native apps, which is higher than the time consumed last year. Meanwhile, users also spend only 20 minutes of their time everyday surfing the web. This is due to the fact that native apps are easier to access and can be launched readily. This statement is having a hard time since the introduction of the Progressive Web Apps. Progressive Web Apps were introduced with the intention of making app usage easier and flexible.

Progressive Web Apps or PWA's are faster and consumes less space but provides the same feel as the native apps while interacting. Their features include:

- Faster loading rates
- Offline app accessibility
- Installation on the home screen
- Push notifications



Reach:

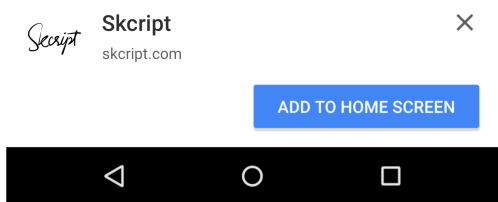
- There has been a 95% increase in the session rate. User visit to the website has had an increase as well. We have had an 80% increase in new users and 90% increase in returning users.
- To have an entire website offline with the same lively features is becoming the future. This has also resulted in making our website 5 times faster with upto a 40% less bounce rate.
- To make a website interactive and keep a user involved without leaving the website is a challenge to all web developers. Our web-developer overcame that challenge and has successfully increased the time that user spend in our website by 4 times.

5X Faster Page Speed

70% More Returning Visitors

40% less Bounce Rate

4X Time Spent on site



Growth phase:

PWA is in its growth phase. Utilizing this opportunity to stand out from other websites is where our focus lies on. Especially standing out from 2 Million apps in the store is not an easy task.

Compatability:

Many have trouble when they toggle from one platform to another as not all the apps are available. But PWA's will produce a single app that works across all platforms. Cost maintenance also reduces due to this.

A word from our developer

As a developer, I approach new platform features with a healthy amount of skepticism. But when I first heard about Progressive Web Apps and ServiceWorkers, I was actually excited about the world of possibilities that it could offer. If anyone still doesn't know what a Progressive Web App (PWA) is, here is a small explanation - it's a term that is used to make your web app feel more like a native app, and we use something called service workers to achieve this.

And with even more functionalities coming soon, it has the ability to make our web app stay as native as possible.

But why do we need all this?

The internet speed in India is not that great to start with and many of the users are still using 2G or something that's even worse. In order to compensate for these users and to provide a general good user experience on any speed (even offline) we have to include these functionalities.

However, now the internet speed in India is becoming increasingly fast. According to a report in Q4 2016, the average internet connection speed in India was 5.6Mbps - a 36 percent rise quarter-to-quarter and a stellar 99 percent increase year-on-year. So we are on the rise but we still have a long way to go.

So while India aims for the best and reliable connection speeds, we should aim at providing our digital experience much more swiftly.

